



# *tracking* SHEET

*reach out to 30+ contacts asking them to help*  
LIBERTY CHRISTIAN SCHOOL FEED *the* NEED!

**TEXT LCS TO 71777**

	PASTORS, COACHES, ETC	DATE OF INITIAL CONTACT	DATE OF FOLLOW-UP	DATE OF FOLLOW-UP	OUTCOME
1					
2					
3					
4					
5					
6					
FAMILY AND FRIENDS					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
BUSINESSES					
25					
26					
27					
28					
29					
30					

# texting TIPS

1

## ONE AT A TIME

Text friends and family ONE AT A TIME, ensure each message is personal and individual to them.

2

## ENGAGE

your friends and family in conversation. Greet them, ask how they are or even inquire as to upcoming plans.

3

## COPY *and* PASTE

After you engage your audience, you can "COPY and PASTE" your longer ask that includes your personal web page link.

4

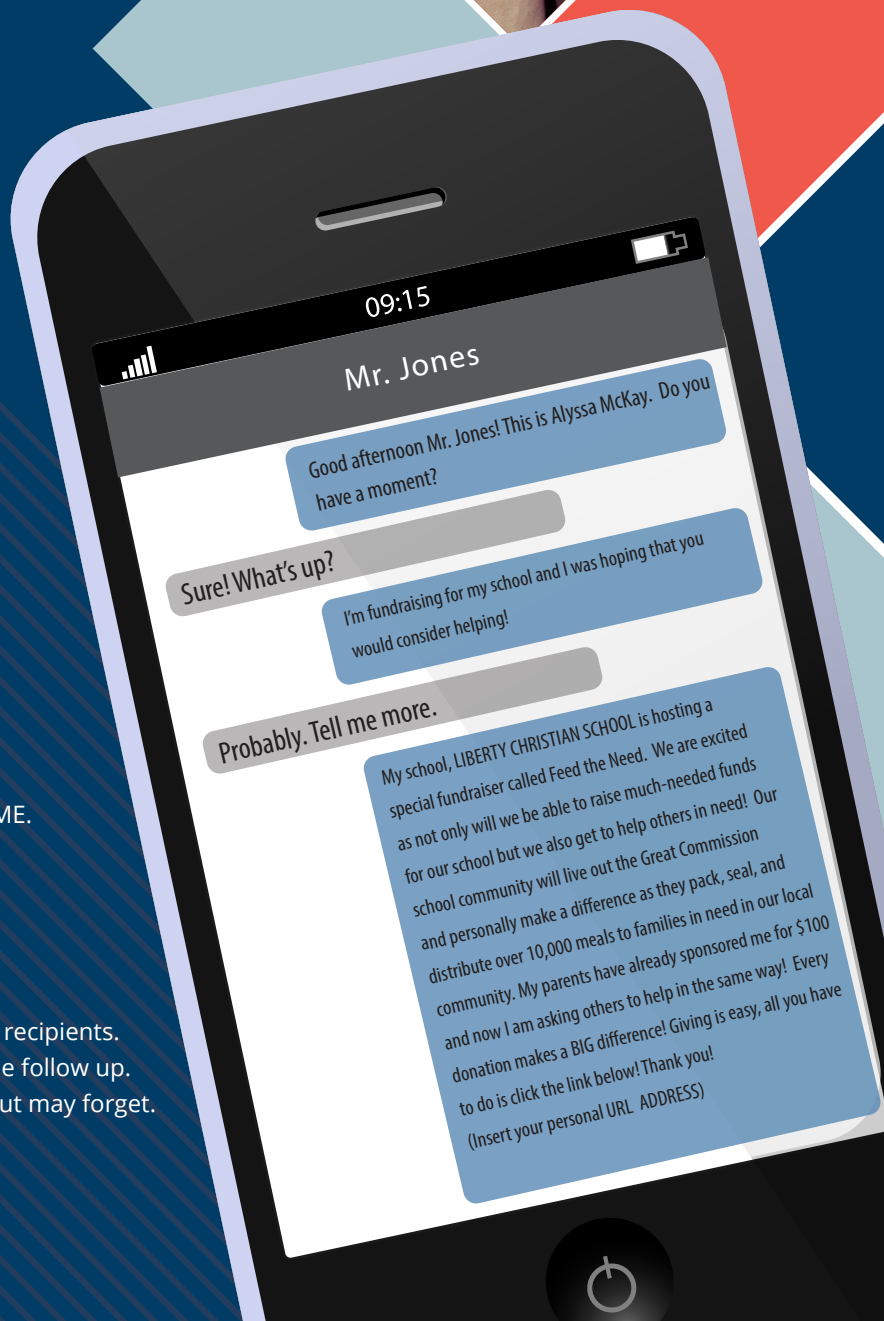
## CHILD'S NAME

If you're fundraising with your child, have all of your texts come from your CHILD'S NAME. (see example to the left).

5

## FOLLOW UP *twice*

Send two FOLLOW UP texts to unresponsive recipients. The greatest donation response rate is on the follow up. Most people are willing and intend to give, but may forget.





With sincere thanks,

□ \$100

## corporate connection card

Name of Corporation: \_\_\_\_\_

Name of Personal Connection: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Select One:

☐ Please reach out on my behalf

☐ I will personally connect with this individual/corporation

Name of Corporation: \_\_\_\_\_

Name of Personal Connection: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Select One:

☐ Please reach out on my behalf

☐ I will personally connect with this individual/corporation

### YOUR CONTACT INFORMATION

Name (print): \_\_\_\_\_

Student Name(s): \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## example CORPORATE SCRIPTS

### OVERVIEW

"LIBERTY is doing a unique fundraiser this year in hopes of raising \$100,000 to go towards important needs across and within campus. The event itself is called Feed the Need. This is a service based fundraiser where instead of hosting a golf tournament or gala, we will gather our students together on March 26th to pack 10,000 meals. These meals will then be shipped to Haiti to be distributed to orphanages and schools."

### VALUE/PARTNERSHIP TO COMPANY

"We have structured our corporate packet this year to bring a mutual partnership between our school and (company name). Our desire is to make our families into supporters of (company name) by creating unique marketing opportunities to solicit your (product or service). Some of these opportunities include....(share/reference benefits packet)"

### CUSTOMIZING BENEFITS

"We know that the benefits listed in this packet have not been customized specifically for your organization, so if you have ideas of how we can better market (company name), we'd love to discuss how we can add those benefits to promote your company best to our families and community."

### WHAT PERCENTAGE GOES TO THE SCHOOL?

"Most fundraiser expenses range from 30-60%. The higher percentage is product sales and lower are less involved crowd-funding opportunities. I love that I get to share that we are working with a company that ranges from 35-20% depending on total funds raised. This includes all of our food, materials and shipping to Haiti."

